

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Com.(P) (2011 & Onward) (Sem.-2)

BUSINESS COMMUNICATION

Subject Code : BCOP-205

Paper ID : [B1121]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

1. Write briefly :

- a. Define business communication.
- b. Explain two important forms of communication.
- c. Define communication process.
- d. What is positive attitude?
- e. What is the importance of PR skills?
- f. What do you mean by oral presentations?
- g. Why is formal training necessary in communication?
- h. What do you understand by cross-cultural etiquette?
- i. What is the importance of communication in management?
- j. Oral communication saves time. Explain

SECTION-B

2. *“Communication is as essential for a business concern as blood and breathing are for life.”* Discuss in detail.
3. Write a detailed note on the barriers to effective communication. How can we overcome these barriers?
4. How does grapevine operate in an organization? How can we control its harmful effects?
5. Write a detailed note on the communication structure in an organization.
6. Discuss some of the important principles of oral presentations.
7. Write a detailed note on business to business etiquette.